

Fashion Calendar 1948

Week of
12/20/48

JANUARY

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DECEMBER

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FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, DECEMBER 17, 1948</u>			
Friday Dec. 17 3:30 P.M. Cocktails	"AMERICANA" FASHIONS IN SPRING FABRICS Christmas Party and presentation of Spring fashions in Wesley Simpson fabrics at an "Americana" showing. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	WESLEY SIMPSON	ST. REGIS HOTEL LOUIS XVI SUITE
Friday Dec. 17- Jan. 4	HOLY LAND COSTUMES ON EXHIBITION Traditional costumes of men and women of the Holy Land in typical styles with colorful decoration and intricate designs in fine embroidery and accessory ornaments. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
<u>WEEK BEGINNING MONDAY, DECEMBER 20, 1948</u>			
Monday Dec. 20 9:00 P.M.	DEBUTANTE COTILLION AND CHRISTMAS BALL About 125 debutantes will have their coming-out party at the Thirteenth Annual Ball, sponsored by Coty for the seventh time. The Ball is for debutantes and their families, with all proceeds going to the N. Y. Infirmary for Women and Children. Tickets: debutante and escort, \$50.00; reserved table tickets, \$10.00; first tier boxes, \$175.00; second tier boxes, \$100.00. Contact: Lois Best, MU. 6-6333. Publicity: Eleanor Lambert, PL. 5-8580.	N.Y. INFIRMARY FOR WOMEN AND CHILDREN	WALDORF-ASTORIA GRAND BALLROOM
Dec. 21	FIRST DAY OF WINTER (Tuesday at 5:34 P.M.).		
Tuesday Dec. 21 7:30 P.M.	SPECIAL MEETING FOR DRESS DESIGNERS A business meeting will be held for dress designers. Contact: Society of N.Y. Dress Designers, 475 5th Avenue, Room 512, MU. 3-1093.	SOCIETY OF N.Y. DRESS DESIGNERS	WILLKIE MEMORIAL BLDG. 20 WEST 40TH STREET
Dec. 22	NO REGULAR LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (CHRISTMAS WEEK).		
Wednesday Dec. 22 2:30 P.M.	MOVIE PREVIEW TO SHOW SPECIAL NECKLACE Marvella Pearls, whose love-story necklace plays a prominent part in the Samuel Goldwyn production "Enchantment" (starring Teresa Wright and David Niven) will present an exclusive preview of the movie for the trade. This will be followed by cocktails and fashion show by Marvella Pearls at the North Lounge of the Rainbow Room, 30 Rockefeller Plaza. Attendance by invitation. Contact: Margaret Markley, MU. 5-9671.	MARVELLA PEARLS	1270 SIXTH AVENUE PREVIEW ROOM-7TH FL.
Dec. 25	CHRISTMAS DAY (Saturday).		
Tuesday Dec. 28 3:00 P.M.	SHOWING OF JUNIOR FASHIONS Junior Fashion Show presenting suits, coats and dresses for Midseason and Spring. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Dec. 29	NO REGULAR LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (NEW YEAR'S WEEK).		
Dec. 31	NEW YEAR'S EVE (Friday).		
Jan. 1	NEW YEAR'S DAY (Saturday).		
Tuesday Jan. 4 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Walter Florell will present his Spring Millinery to the press during breakfast. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Tuesday Jan. 4 4:00 P.M. Cocktails	SPRING MILLINERY PREVIEW FOR PRESS Millinery fashions for Spring by Mary Goodfellow will be presented to the press. By invitation only. Contact: MU. 8-3787.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday Jan. 5 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY Lenesta will present her Spring Millinery collection to the press. Attendance by invitation only. Contact: PL. 5-6030.	LENESTA	15 EAST 53RD STREET SALON
Wednesday Jan. 5 12:00 Noon Luncheon	PRESS SHOWING OF SPRING MILLINERY Presentation of Spring Millinery by Madame Pauline. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MADAME PAULINE	6 EAST 53RD STREET SALON
Wednesday Jan. 5 4:00 P.M. Cocktails	PREVIEW OF SPRING MILLINERY FASHIONS Laddie Northridge will present his Spring Millinery to the New York press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Cancelled Jan. 5	BRYANS "JANUARY THAW" PARTY, SPRING HOSIERY SHOW, ORIGINALLY SCHEDULED WEDNESDAY, JAN. 5 AT 5:00 P.M. HAS BEEN CANCELLED. (New date later.)		
Thursday Jan. 6 10:00 A.M. Breakfast	SPRING MILLINERY PRESS PREVIEW Press showing of Sally Victor's new millinery for Spring. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD ST SALON
Thursday Jan. 6 11:30 A.M. Flight & Luncheon	PRESS PREVIEW OF SKYCRUISER LINE Presentation of Spring Skycruiser line by Barmon Bros. to be shown on flight for local press, newsreels and television. More details later. By invitation only. Colonial Airlines Publicity: Al Hudson, CI.5-5900. Barmon Publicity: Hickory Associates, Sid Schechtman, MU. 7-9274.	BARMON BROS. (BUFFALO, N.Y.)	COLONIAL AIRLINES VANDERBILT AVENUE
Thursday Jan. 6 12:00 Noon Luncheon	PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Spring Millinery by Emme at a press luncheon. Attendance by invitation only. Contact: MU. 8-1689.	EMME	21 EAST 56TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 7 12:15 P.M. Luncheon	MILLINERY FASHION SHOW AT LUNCHEON The Fashion Group will present a "Double Feature" millinery show: (1) French hats especially created for the Fashion Group by ten leading French Milliners. Commentator: Lydia, Milliner and importer. (2) Hats from ten leading American designers. Commentator: Maud G. Moody, Millinery editor, Women's Wear Daily. Chairman of Millinery Div.: Frances Hodges. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Sunday Jan. 9 11:00 A.M. Brunch	SPECIAL BRUNCH FOR VISITING EDITORS The National Shoe Institute will invite out-of-town editors to a brunch. Contact: Alice Dowd, J. Walter Thompson, MU. 3-2000, Ext. 304.	NATIONAL SHOE INSTITUTE	RITZ CARLTON HOTEL CARLTON SUITE, 4TH FL.
Monday Jan. 10 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Accessories Fashion Show for local and out-of-town press, and department store executives. Showing at 5:00 P.M. Attendance by invitation, which must be presented at the door. Publ.: Ann R. Silver Assoc., MU. 7-8654.	ANN R. SILVER FOR LEADING ACCESSORY DESIGNERS	HOTEL ROOSEVELT GRAND BALLROOM
Monday Jan. 10 5:30 P.M.- 7:30 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Primrose House will display several new items which will be added to their Treatment Line at a cocktail party for the press. Attendance by invitation only. Publicity: Lola Christie, PL. 3-2939.	PRIMROSE HOUSE, INC.,	379 PARK AVENUE SALON
Week Of Jan. 10	WARM WEATHER OPENINGS GUILD SHOE LINES The shoes to be featured at this opening are: Early Spring best sellers; additional promotional shoes, emphasizing color; warm weather styles for town, afternoon and evening. The member firms are: Beleganti, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy); M. Wolf's Sons, Inc.; Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Secy, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MFRS.	INDIV. SHOWROOMS GUILD MEMBER FIRMS
Monday Jan. 10- Jan. 13	NATIONAL LINGERIE AND NEGLIGEE SHOW First presentation of lingerie and negligees, to enable retailers to view every phase of the lingerie market, emphasizing lingerie as style news. Lighting and production by Abe Feder, who is converting the armory into a showplace for lingerie. Daily showings at 3:00 P.M. and 8:30 P.M. Choreography: Felicia Sorrel. Attendance by invitation only. Fashion coordinator and publicity: Mildred Kaldor, MU. 9-5420.	LINGERIE & NEGLIGEE INDUSTRY	71ST INF. REG. ARMORY PARK AVE. & 34TH ST.
Week Of Jan. 10	SHOWING OF SPRING HANDBAG LINE Advance Spring handbags and fashions in needlepoint will be presented to the press and trade. Publicity: Mrs. Dee T. Bass, MU. 3-0844.	J. JOLLES STUDIOS, INC.	33 EAST 33RD STREET SHOWROOM
Jan. 10	38TH ANNUAL CONVENTION OF THE NATIONAL RETAIL DRY GOODS ASSOCIATION AT THE HOTEL PENNSYLVANIA. Contact: NRDGA, CH. 4-8780.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Jan. 10	SHOWING OF INFANTS' AND TOTS' COLLECTION Showings for press and trade of hand-finished, hand-embroidered fashions for infants and tots by Orloff. Publicity: Dee T. Bass, LA. 4-8618.	INTERNATIONAL NEEDLECRAFT	10 WEST 33RD STREET 5TH FLOOR
Tuesday Jan. 11 8:00 A.M. Breakfast	SHOWING OF FASHIONS FOR LITTLE PEOPLE Showing for the out-of-town press of embroidered fashions for children by Schiffli. By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Tuesday Jan. 11 9:45 A.M. On	FOURTEENTH BRIDAL BUSINESS CLINIC Brides House, Inc., announces "The Bride's Magazine" Fourteenth Bridal Business Clinic, at the Crystal Gardens and Grand Ballroom of the Ritz-Carlton for the entire day. In addition to a series of informative business sessions, the program includes a luncheon in the Grand Ballroom, featuring a leading radio personality; a Home Furnishings Show; and will be climaxed by a Fashion Show ending at 4:15 P.M. A champagne party will follow until 5:30 P.M. Attendance by invitation, for retailers from leading stores, coast to coast and Canada; and resident buyers. Contact: Alice Rydell, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ-CARLTON HOTEL
Tuesday Jan. 11 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John introduces his "Let It Go To Your Head" Spring millinery collection in his new building. For New York press, by invitation only. Publicity: Peter Brandon or Debra Griffith, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday Jan. 11 12:15 P.M. Luncheon	SPRING COLLECTION FOR VISITING PRESS Paul Parnes will present his Spring dress and suit collection to the out-of-town press. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison Avenue, MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 11 2:00 P.M.	SPRING COLLECTION FOR VISITING PRESS Capri will present their Spring collection to the out-of-town editors. Attendance by invitation only. Publicity: Elsie Brandt, WI. 7-7430.	CAPRI	1372 BROADWAY SHOWROOM
Tuesday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW: NEW COTTON COLLECTION "Cottons Are in the Picture Again for 1949"--new cotton collection by Jerry Parnis. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 11 5:00 P.M. Cocktails	ADVANCE COLLECTION FOR VISITING PRESS Joseph Halpert will show his complete Advance Collection, including a special group of dresses designed by Jacques Fath and manufactured by Joseph Halpert. By invitation only. Publ.: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	ST. REGIS HOTEL ROOF
Tuesday Jan. 11 6:00 P.M.	MILLINERY SHOWING FOR VISITING EDITORS Mr. John opens his new building with a press preview of his "Let It Go To Your Head" Spring collection. Attendance by invitation only. Publicity: Peter Brandon or Debra Griffith, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 11 7:00 P.M. Dinner	SEMI-ANNUAL MILLINERY FASHION SHOW The following milliners will present Spring hats: <u>UPTOWN DESIGNERS:</u> Anita Andra, Braagaard, Hattie Carnegie, Chanda, Bernice Charles, Lilly Dache, Delle Donne, Emme, Peg Fischer, Walter Florell, Gladys & Belle, Mary Goodfellow, Harryson Hats, Mago Hayes, G. Howard Hodge, Irene, Jeanne Tete, Mr. John, Inc., John-Frederics, Inc., Lenesta, Miriam Lewis, Helen Liebert, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Laddie Northridge, Mme. Pauline, Florence Reichman, Eve Tartar, Marion Valle, Sally Victor and Vogue Hats. <u>MIDTOWN EXHIBITORS:</u> Alba Hat Co., Alfreda, Amrose Hat Co., Brandt Millinery Co., Joe Cohn Hats, Croyden Hats, Elizabeth Hat Co., Flanzig Bros., Oscar Friedman, Harry Furst Co., Gardner Hats, B.J. Goldenberg, Goldston-Weber, Greenstein & Flaum, Harry Hikand, Kurz Bros., George Lesser, Luxor Hat Co., Walter K. Marks, Millinery Fashion Creators, Frances and Walter Nelkin, O'Connell Hat Corp., Frank Palma, David Rothman, Morris Schachter & Co., William Silverman, Schoen Hats, Woodmere Hat Co., and Bernard Workman. Reservations: Dinner and show, \$17.50 (including tax); Mezzanine, show only, \$8.50. Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 Broadway, LO. 4-7800. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Tuesday Jan. 11 7:30 P.M. Cocktails Dinner	"FIFTY YEARS OF DAYTIME FASHIONS" Golden Anniversary Celebration--the fourteenth annual Dinner-Fashion Show marking the 50th anniversary of the House Dress Industry. Fashion Ballet of authentic oldtime costumes will be shown along with completely original presentation of their modern counterparts. Press by invitation. Publicity: Joan Klein, Fashion Advertising Co., BR. 9-5050.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 12 7:45 A.M. Breakfast	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Presentation of Spring millinery for out-of-town press only. Attendance by invitation only. Publicity: Mary Kelley, LU. 2-2250.	MILLINERY FASHION BUREAU	HOTEL COMMODORE
Postponed Jan. 12	THE HENSON OF TEXAS LINGERIE SHOWING ORIGINALLY SCHEDULED FOR WEDNESDAY, JAN. 12, AT 9:30 A.M. HAS BEEN POSTPONED. (New date later).		
Wednesday Jan. 12 1:00 P.M. Luncheon	HAIR STYLES & HATS AT LUNCHEON SHOW Showing of "Spring Headlines" -- hair styles by Bernord Az Guro and millinery by Emme, during luncheon. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Guro Publicity: Aileen Guthridge, CI. 7-4238. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	BERNORD AZ GURO; & EMME	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 12 4:00 P.M. Cocktails	SPRING MILLINERY & SPRING COIFFURES Preview of Spring Millinery fashions by Florence Reichman, coordinated with M. Louis Fashion Forecasts of Spring Coiffures. For local and out-of-town fashion press. Attendance by invitation only. Contact at Florence Reichman: Miss Jacqueline, PL. 8-1525; M. Louis Publicity: Aileen Platt, WI. 7-9428.	FLORENCE REICHMAN; & M. LOUIS	1 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 12 4:30 P.M. Cocktails	"TWO WEEKS WITH PAY" FASHION SHOW Preview of the May 1949 issue of Charm Magazine, based on the theme, "Two Weeks With Pay". For personnel of Charm tie-in stores, retail buyers, executives. By invitation only. Contact: Eloise Ray, MU. 3-8910.	CHARM MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Wednesday Jan. 12 5:00 P.M. Cocktails	COCKTAIL SHOWING OF "BIJOUX DE PRINTEMPS" Presenting the Spring Collections of both La Tausca pearls and jewelry by Dorel, coordinated with new ready-to-wear fashions. Showing promptly at 5:30 P.M. For trade and press, by invitation only. Show coordinator: Helen Faith Keane. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER	HOTEL AMBASSADOR AMBASSADOR GARDENS
Wednesday Jan. 12 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW LINGERIE Seamprufe, Inc. will present their new Spring line of lingerie in a continuous showing at a Calypso Carnival for the visiting and N.Y. press. <u>Trade invited from 7:00 P.M.</u> Attendance by invitation only. Publicity: Billi Rubin, Wesley Associates, MU. 6-7077.	SEAMPRUFE INC.	412 FIFTH AVENUE SHOWROOM
Thursday Jan. 13 8:00 A.M. Breakfast	"TIME FOR RIBBON" FASHION SHOW Breakfast showing for visiting editors with a presentation of fashions in ribbon. Attendance by invitation only. Publ.: Dora Miller, LO. 3-4285.	RIBBON ASSOCIATION	LONGCHAMPS B'WAY & 41ST STREET
Thursday Jan. 13 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the N.Y. press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Thursday Jan. 13 12:15 P.M. Luncheon	PRESS PREVIEW: "WHEN WE WERE VERY YOUNG" Richard Hudnut will invite local and out-of-town press to luncheon for a dramatic presentation of "When We Were Very Young", directed by Ann Delafield. By invitation only. Publicity: Marion Hammon, WA. 4-7700.	RICHARD HUDNUT	HOTEL PLAZA GRAND BALLROOM
Thursday Jan. 13 2:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY Preview of Spring millinery fashions by Helen Liebert for N.Y. press and buyers. By invitation only. Contact: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 W. 57TH ST. SALON
Thursday Jan. 13 2:30 P.M.	FOURTH ANNUAL BRIDAL CLINIC Annual clinic for bridal consultants, bridal dress buyers, publicity people, display people, and merchandise managers of Mademoiselle's tie-in stores across the country. The clinic will be followed by a wedding reception. Attendance strictly by invitation. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADEMOISELLE	HOTEL ROOSEVELT GRAND BALLROOM
Thursday Jan. 13 4:00 P.M. Cocktails	MILLINERY SHOWING FOR OUT-OF-TOWN EDITORS Laddie Northridge will present his Spring millinery to the out-of-town press. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 13 5:30 P.M. Cocktails	CUSTOM-MADE FASHIONS AND SPRING MILLINERY Showing for the out-of-town press of Lilly Dache's new collection of custom-made fashions and Spring millinery. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Friday Jan. 14 8:00 A.M. Breakfast	JUNIOR FASHIONS FOR VISITING PRESS Virginia Spears Junior Fashions for Spring will be presented to the out-of-town press during breakfast. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	VIRGINIA SPEARS JRS.	LONGCHAMPS B'WAY & 41ST STREET
Friday Jan. 14 12:00 Noon Luncheon	SPRING COLLECTION FOR VISITING PRESS Presentation of the Varden Petite Spring Collection to the out-of-town press. Attendance by invitation only. Publicity: David Rand, Roy S. Durstine, CI. 6-1400.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM
Friday Jan. 14 4:00 P.M. Cocktails	PRESS PREVIEW OF YOLANDE LINGERIE Yolande's collection of handmade lingerie for Spring will be presented to the out-of-town and local fashion press. Included in the showing will be new fabrics, colors, and couture designs. Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
Friday Jan. 14 4:00 P.M.- 6:30 P.M.	FIRST ANNIVERSARY "ATTIC PARTY" Attic Party showing how the Bride bound by purse strings can have the "wedding of her dreams". For bridal buyers, by invitation only. Contact: Miriam B. Reichl, PL. 7-5580.	"YOURS FOR THE BRIDE"	41 WEST 47TH STREET
Friday Jan. 14 4:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Annual cocktail party for the out-of-town and local press by Dan River Mills. Attendance by invitation only. Publicity: Jane Shipton, John A. Cairns, OR. 4-5600.	DAN RIVER MILLS	RCA BUILDING NORTH LOUNGE
Friday Jan. 14 5:00 P.M. Cocktails	PRESS SHOWING OF SPRING HANDBAGS Richard Koret will present his Spring handbag collection to the local and out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	KORET	ST. REGIS HOTEL LOUIS XVI SUITE
Friday Jan. 14 6:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING EDITORS Braagaard will present his Spring and Summer hats to the out-of-town editors in his new salon. Attendance by invitation only. Publicity: Burton Pell, PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Friday Jan. 14 7:00 P.M. Dinner	SPRING FASHION SHOW FOR VISITING PRESS William Bass will present his Spring Collection at a dinner for the out-of-town press. Attendance by invitation only. Publicity: Laura Benham, PL. 5-3000.	WILLIAM BASS	SAVOY-PLAZA SAVOY ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 15 8:30 A.M.	PRESS SHOW FOR VISITING EDITORS Andre d'Aulan will personally present his Spring collection of afternoon cocktail, dinner and evening fashions to the out-of-town press. A "first cup of coffee" will be served. By invitation only. Contact: PL. 9-2320.	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
Saturday Jan. 15 9:30 A.M. Breakfast	MILLINERY SHOW FOR VISITING EDITORS Semi-annual millinery fashion show and breakfast for the out-of-town press by Sally Victor. Attendance by invitation only. Publicity: Mildred Josepfs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday Jan. 15 10:30 A.M.	SHOE FASHIONS FOR VISITING PRESS Delman's Spring shoe collection will be presented to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	DELMAN	754 FIFTH AVENUE SALON
Saturday Jan. 15 11:30 A.M.	SPRING COLLECTION FOR VISITING PRESS Fira Benenson will present her Spring Dress Collection to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Saturday Jan. 15 12:30 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Kane-Weill will have a luncheon and fashion show for the out-of-town press. Attendance by invitation only. Contact: Lloyd Weill, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM
Saturday Jan. 15 2:00 P.M.	MILLINERY SHOW FOR VISITING EDITORS Mr. Fred Frederics of John Frederics, Inc. will present his Spring millinery collection to the out-of-town press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Saturday Jan. 15 3:00 P.M.	COATS AND SUITS FOR VISITING PRESS Molly of Levy-Blum will present her Spring coats and suits at a showing for the out-of-town press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MOLLY OF LEVY-BLUM CORP.	WALDORF-ASTORIA JADE AND BASILDON ROOMS
Saturday Jan. 15 4:30 P.M. Cocktails	SHOWING OF NEW HAIR STYLES FOR SPRING "Spring Headlines" -- showing of Spring hair styles by Bernord Az Guro during the cocktail hour. Press by invitation. Public by reservation. Publicity: Aileen Gutheridge, CI. 7-4238.	BERNORD AZ GURO	LESLIE HOUSE 30 WEST 56TH STREET
Sunday Jan. 16 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING PRESS Walter Florell will have a cocktail party for the out-of-town press and a showing of his Spring millinery. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday Jan. 17 12:00 Noon Luncheon	HOSIERY FASHIONS AT LUNCHEON SHOW Gotham will present Spring hosiery fashions at a luncheon show for the local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 17 5:00 P.M. Cocktails	FASHION PRESS "GRIDIRON" PARTY "Gridiron" and cocktail party for visiting editors. by invitation.	NEW YORK DRESS INSTITUTE	RAINBOW ROOM 30 ROCKEFELLER PLAZA Attendance strictly
Beginning Monday Jan. 17	OPENING OF SUMMER COLLECTION Presentation of Spring cottons and sheers, designed by Lester Wicks. Showings daily at 10:30 A.M. and 2:30 P.M. Contact: PE. 6-0287.	KORY JR.	1375 BROADWAY SHOWROOM
Tuesday Jan. 18 11:00 A.M.	SHOWING OF SCARVES TO VISITING PRESS Brooke Cadwallader will present a showing of his Spring scarves and Summer prints. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday Jan. 18 4:00 P.M. Cocktails	PARIS-INSPIRED COTTON DRESSES The advance collection of Paris-inspired dresses by Tailortown (Wolfson & Greenbaum, 132 W. 36th St.) will be shown to the local and out-of-town press. Attendance by invitation only. Publ.: Viola Shefer, PL.3-3173.	TAILORTOWN	ST. REGIS HOTEL PENTHOUSE
Wednesday Jan. 19 12:30 P.M. Luncheon	FASHION AND FABRICS AT LUNCHEON SHOW Presentation of Spring costumes created by leading designers in John Walther Fabrics. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 19 4:30 P.M. Cocktails	SHOWING OF KID SHOES AND ACCESSORIES The Kidskin Tanners' Guild, representing eighteen manufacturers of goat and kid leather, will present a showing of shoes, bags, millinery, coats, and novelties in suede kid, crushed, and glazed kid. Attendance by invitation. Publicity: Rhea Nichols, or Antoinette McShan, MU. 6-1623.	KIDSKIN TANNERS' GUILD	HOTEL CHATHAM MAIN DINING ROOM
Thursday Jan. 27 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE GRAND BALLROOM
Beginning Monday Jan. 31	OPENING OF SUMMER LINES The following members of The Sportswear Guild will present their Summer Collections during the week of January 31: Adler & Adler, Inc.; Davidow; David M. Goodstein, Inc.; Kane-Weill; Mutual-Rosenbloom Co.; Charles W. Nudelman, Inc.; Zoltan Rosenberg; Sportcraft, Inc.; and Star-Maid Dress, Inc. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOM
Wednesday Feb. 2 4:00 P.M.- 7:00 P.M. Cocktails	STARCHED COTTONS BY LEADING DESIGNERS "Fashion Accents Crisp" is the theme of a fashion show which is being planned by Linit Starch. The show will feature three summer cottons from the collections of fifteen leading designers. Attendance by invitation only. Coordinator: William J. McKenna Jr. Publicity: Eileen Kassel, Bert Nevins, Inc., WI. 7-9715.	LINIT DIVISION OF CORN PRODUCTS CO.	WALDORF-ASTORIA GRAND BALLROOM

MUSIC...MOVIES...THEATRES

Week Of Dec. 20	<p>METROPOLITAN OPERA, 4TH WEEK: METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST. <u>MONDAY, DEC. 20:</u> GOETTERDAEMERUNG, (Wagner). Conductor: Stiedry. <u>TUESDAY, DEC. 21:</u> IL TROVATORE, (Verdi). (In Philadelphia). <u>WEDNESDAY, DEC. 22:</u> MADAMA BUTTERFLY, (Puccini). Conductor: Antonicelli. <u>THURSDAY, DEC. 23:</u> MIGNON, (Thomas). Conductor: Pelletier. <u>FRIDAY, DEC. 24:</u> AIDA, (Verdi). Conductor: Emil Cooper. <u>SATURDAY, DEC. 25:</u> (Mat.) LA BOHEME, (Puccini). Conductor: Antonicelli. <u>SATURDAY, DEC. 25:</u> (Eve.) RIGOLETTO, (Verdi). Conductor: Cimara. Publicity: Margaret Carson, PE. 6-1200.</p>	
Tuesday Dec. 21	<p>PREMIERE: "THAT WONDERFUL URGE" (Movie) Twentieth Century-Fox comedy about a newspaper reporter who, in his assignment to cover the activities of the "richest girl in the world," becomes involved in a series of embarrassing incidents with her. Starring Tyrone Power and Gene Tierney, with Reginald Gardiner, Arleen Whelan, Gene Lockhart. Producers: Fred Kohlmar. Director: Robert B. Sinclair. Costumes: Oleg Cassini. Skiing costumes: Fred Picard. Publicity: Jeannette Sawyer, CO. 5-3320.</p>	<p>ROXY THEATRE, 7TH & 50TH ST.</p>
Wednesday Dec. 22	<p>PREMIERE: "THE DARK PAST" (Movie) Columbia Pictures presents a drama about an escaped killer and how he is brought to realize the cause of his crimes by the understanding of a psychiatrist. Starring William Holden, Lee J. Cobb, and Nina Foch. Director: Rudolph Mate. Producer: Buddy Adler. Gowns: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.</p>	<p>AMBASSADOR THEATRE, 215 WEST 49TH ST.</p>
Wednesday Dec. 22	<p>OPENING: "MAKE WAY FOR LUCIA" The Theatre Guild's third production this season, a satire by John Van Druten, based on the E. F. Benson stories about the rivalry between two clever women for social leadership in a 1912 English town. Cast includes Isabel Jeans, Cyril Ritchard, Catherine Willard. Scenery and costumes by Lucinda Ballard. Director: John Van Druten. Producers: Theresa Helburn & Lawrence Langner. Publicity: Joseph Hoidt, CO. 5-6180.</p>	<p>CORT THEATRE, 48TH EAST OF B'WAY</p>
Thursday Dec. 23	<p>OPENING: "JENNY KISSED ME" Michael Ellis, James Russo and Alexander H. Cohen, in association with Clarence M. Shapiro, present a new comedy by Jean Kerr, starring Leo G. Carroll, with Alan Baxter and Pamela Rivers. Director: John O'Shaughnessy. Sets: Ralph Alswang. Costumes: Eleanor Goldsmith. Publ.: Sam Friedman, PL. 7-4380.</p>	<p>HUDSON THEATRE, 44TH EAST OF B'WAY</p>
Thursday Dec. 23	<p>PREMIERE: "EVERY GIRL SHOULD BE MARRIED" (Movie) RKO-Radio Pictures presents this modern comedy about a girl who is determined to get a husband. Cast features Cary Grant with Franchot Tone, Diana Lynn and Betsy Drake. Produced and directed by Don Hartman. Costumes by Sharaff. Publicity: Rutgers Neilson, CO. 5-6500.</p>	<p>CAPITOL THEATRE, B'WAY & 51ST.</p>
Saturday Dec. 25	<p>PREMIERE: "ADVENTURES OF DON JUAN" (Movie) Warner Bros. presents a technicolor adventure film, based on the famous Don Juan legend, and starring Errol Flynn. Cast also includes Viveca Lindfors, Robert Douglas, Romney Brent and Alan Hale. Producer: Jerry Wald. Director: Vincent Sherman. Costumes: Leah Rhodes and Travilla. Publicity: Eve Siegel, CI. 6-1000.</p>	<p>STRAND THEATRE, B'WAY & 47TH ST.</p>